

Abstract

A method and system collect survey information from targeted customers. The method and system provide customer survey information to merchants such as retailers and service providers. The system identifies consumers who would like to participate in a survey program. Consumers register for the survey program by providing requested information about themselves. The system utilizes electronic and digital transaction records involving payments for products or services by a participating consumer. In particular, the system utilizes transaction records that may include identification codes designating the parties to the transaction and other characteristics of the transaction. The system scans and evaluates such transaction records and identifies those that involve consumers participating in the survey program. The system then determines whether the identified transaction is in a category of transactions for which the research firm wants to solicit survey information. Once a particular transaction that meets the desired criteria is identified, the system determines whether a survey invitation to complete a survey should be sent to the consumer who participated in the transaction. Once the system determines to send a survey invitation, an invitation is generated. The participant completes the survey and the survey information is collected and processed. The processed information may be sold or distributed to merchants or third parties.

00702045-103100